

The top half of the page features a dark purple background with various 3D-style icons related to media and technology, including a clapperboard, a laptop, a game controller, a lightbulb, and musical notes. The word "STADIEM" is prominently displayed in large, white, bold, sans-serif capital letters.

STADIEM

STARTUP DRIVEN INNOVATION IN EUROPEAN MEDIA

PRESS RELEASE

March 22, 2022

STADIEM Kicks-off its Integrate phase and calls corporates to team up with its second start-up batch

12 scale-ups were selected for the third phase of the STADIEM's acceleration programme, continuing their journey with the European media industry to find joint solutions to topics such as accessibility, diversity and disinformation. In the Integrate phase, the scale-ups will **validate the technical and economic viability of their innovation on the production floor**, getting ready for a public pilot with the corporates in June 2022.

The pilot innovations cover several fields across the media sector, from **Data/AI/ML/Synthetic Media** ([Web64](#), [aiconix.ai](#), [Datavillage](#), [Utelly](#), [Trenstion](#), [Visualyst](#)) to **Content creation & distribution** ([Zazu](#), [On-Hertz](#), [Frameright](#), [Tinkerlist.tv](#)), **Archiving** ([The Chainless](#)) and **Monetization** ([FilmChain](#)).

- Hyper-personalise digital experience: Datavillage, together with VRT and RTBF, is fine-tuning a privacy-preserving personal data platform that enables a personalised content discovery experience across any media service.

- Content easy to discover: Utelly, in collaboration with Roularta Media Group, leverages the latest AI techniques to overcome the overload of online content by offering a SaaS content discovery platform.
- Full image display control: Framerright is working with Frankfurter Allgemeine Zeitung to guarantee the correct display of images and other visual material on all channels, platforms and devices by using special embedded metadata, a unique AI model and a simple user interface.

Since last summer, 40 among the most prominent start-ups and scale-ups in Europe have been engaged in the Open Call 1 of the STADIEM's acceleration programme to co-create solutions addressing today's challenges of the media ecosystem. Starting by finding the perfect match with a corporate media partner (including Roularta Media Group, VRT, Frankfurter Allgemeine Zeitung, Marathon Music Group and several others), 16 scale-ups are now moving forward in the co-creation trajectory with the corporate.

Learn more about the pilot innovations developed by the scale-ups of the Integrate phase on [STADIEM.eu](https://stadiem.eu)

If your **media industry organisation** is interested in the innovations developed within the STADIEM programme, **join us!** Collaboration between corporates and start-ups can bring tremendous benefit to both. STADIEM ensures a perfect matchmaking to answer to the most pressing innovation needs of media, cultural and creative industries in Europe.

Let us match you with the innovation you need.

Press contact and social media

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- Twitter [@STADIEMproject](https://twitter.com/STADIEMproject)
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